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try Opinion.

This
Month

Citrus Insect Control For April, 1952
Florida Citrus Grove Records
Experiments In 1951 On Control of The Citrus Red Mite
Citrus Summary

Vol 33, No. 4

Bartow, Florida

April, 1952

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WRITE FOR PARATHION GROWER'S HANDBOOK

Citrus Insect Control For April, 1952

W. L. THOMPSON AND R. M. PRATT*
FLORIDA CITRUS EXPERIMENT
STATION, LAKE ALFRED

According to counts made in 130 widely distributed groves, the infestations of both red and purple scale are approximately double what they were a year ago. The rapid spring increase of purple scale appears to have started about a month earlier.

Last year at this time only 33 per cent of these groves were infested with red scale. At the time this is written 67 per cent were at least lightly infested with this pest, and the population is increasing. Young red scales are moving rapidly on to new foliage and are distorting the new growth in some groves.

Purple mite infestations came to a peak in late January, and then declined substantially. However, they are increasing again and the mites are moving rapidly to new foliage.

Rust mite infestations have been declining for about six weeks and are at a rather low point. However, an increase may begin at any time, and in any case, control measures should be taken to avoid an excessive spring build-up.

Six-spotted mites should be controlled in a few groves, but are not expected to become a general problem as they did last year.

Mealybug infestations are becoming more numerous although at this time no serious infestations have been reported. They are capable of doing considerable damage in a short time, and the period when they can be most effectively controlled is short, so groves should be watched closely for them, especially on the East Coast.

Spray Programs

By the first week of April the post-bloom sprays should be well underway. Since both purple and red scale infestations are at a fairly high level, combination sprays including a scalicide should be used in many groves. Purple and red scale crawlers have been settling on new growth for several weeks and are now settling on the young fruit. Where scale is a problem the sprays should be applied as soon as possible from the standpoint of satisfactory control and the

appearance of the fruit when it matures. Where either a copper-oil or an oil emulsion is to be used on oranges, the application should be made before the fruit averages $\frac{1}{2}$ of an inch in diameter so that oil blotch will not develop. Where parathion is used the timing is not so critical. However, the sooner the copper sprays are applied, the fewer blemishes in the form of melanose, star melanose and mechanical injuries will be on the fruit when it matures.

During April a high percentage of the scales will be in the younger stages when they are most easily killed. Use oil emulsions at 1.3 per cent actual oil or one pound of parathion for light to medium infestations and $1\frac{2}{3}$ pounds per 100 gallons for heavy infestations. Post-bloom scale sprays should be followed in the summer with a second scalicide spray. Neutral coppers for melanose control can be included in either the oil emulsion or parathion sprays but where other insoluble materials such as nutritional supplements are to be used with the scalicide, it is recommended that parathion be used. However, on grapefruit a neutral copper — lead arsenate — oil emulsion combination is satisfactory. Consult the special recommendations in the "Better Fruit Program" for mixing neutral coppers with oil emulsion.

Mealybugs have been observed in a few groves and if they are present use parathion. The application should be made before the button (calyx) becomes tight against the fruit.

Purple mites are increasing and some groves are heavily infested. Effective control can be obtained with oil emulsions, Neotran, Ovotran or DN 111. DN 111 should not be sprayed on succulent foliage or when the temperature is over 90° . All of these insecticides can be combined with parathion.

Six-spotted mite infestations are not general but a few infestations have been reported. Where they are present the groves should be sprayed as soon as possible with any of the materials used for purple mite control. Thorough coverage of the under surface of the leaves is necessary for satisfactory control.

Rust mite infestations are at a rather low ebb at present but it is at this time when the mite population can be reduced to a low level which will prevent early rust mite injury on the young crop. One gallon of lime-sulfur plus 5 pounds of wettable sulfur per 100 gallons is very effective. Where copper or parathion is to be included in the spray use 8 to 10 pounds of wettable sulfur per 100 gallons. A thorough coverage of sulfur

(Continued on page 8)

Successful Growers Use

Stauffer

FICO BRAND INSECTICIDES

APOPKA • ORLANDO • WINTER HAVEN

* Written March 24, 1952. Reports of surveys by Harold Holtsberg, Cocoa; J. W. Davis, Tavares; K. G. Townsend, Tampa; J. B. Weeks, Avon Park; and T. B. Hallam, Lake Alfred.

Mutual Officials Say Outlook Bright

A. V. Saurman, general manager, back from conferences in New York, Washington and Philadelphia, said he felt that the 1951-52 marketing season is "over the hump." A generally firmer market is already apparent, he added.

"After conferences with several of the major trade interests," he said, "I am very much encouraged with the efforts being put forth to aggressively merchandise Florida citrus — fresh, canned and concentrate."

Saurman, while in Washington, joined Frank Seymour, secretary-manager of the Federal Marketing Agreement Committees, in discussions with the Department of Agriculture on the development of a plan for an industrywide surplus control program.

Good Possibilities

"The possibilities of a sound program are very good," Saurman reported. "The Seymour plan would create a surplus control fund to be raised through per-box assessments, with the money going to purchase excess fruit at the cost of production when it threatens to depress the returns on the entire crop."

Ralph Thompson, Mutual processed division manager, returned from Chicago where he attended the annual convention of frozen food manufacturers, handlers and distributors. Almost all of Florida's orange concentrators were represented, he said.

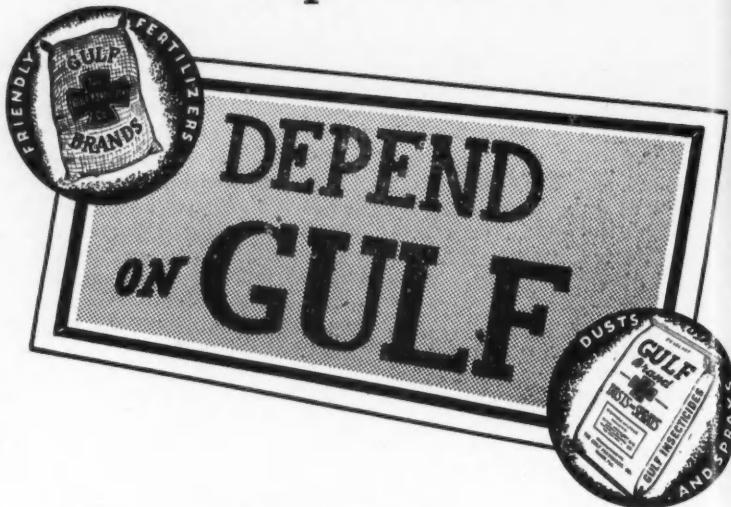
"The frozen food industry is most enthusiastic over prospects for all frozen food products, including frozen orange concentrate," Thompson reported. "Many sales of concentrate were made at the convention and one man told me he could have sold another million gallons at current prices if he had it."

Thompson said he believed the industry would see the price on concentrate begin to rise from now on, with possibly one large manufacturer hiking his price sometime next week.

"They have been working for distribution up to now, and the only way they have been able to get space in the grocers' already crowded freezers was to come in on a low price," Thompson concluded.

Lupine and other cover crops should be fairly well decomposed before the succeeding crop is planted.

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Publication office at Bartow, Florida. Entered as second class matter February 16, 1950, at the post office at Tampa, Florida, under the act of March 3, 1879. Entered as second class matter June 19, 1933, at the post office at Bartow, Florida, under act of March 3, 1879.

Florida Citrus Grove Records

For nearly two decades the University of Florida has been cooperating with citrus growers in assisting them with their grove records, and grove management problems. An average of 238 grove records have been completed and summarized each season for the past 19 seasons. Record books are supplied without charge by the Extension Service to the growers, but are furnished in exchange for copies of their records. The pages of the record book are in duplicate, and the carbon copy is perforated for easy removal from the book. These carbon copies are mailed to the Agricultural Extension Service, Gainesville, Florida, and envelopes with postage attached are supplied for mailing these copies. The record book proper remains permanently in the possession of the cooperator.

Each grove record is confidential information between the grower and the University of Florida, with no release of individual grove data to anyone other than the cooperator concerned. Data are published or released only as averages of groups of groves.

Records completed in this record book are in sufficient detail for study of grove costs, returns, and grove management for greater efficiency in production. For a County Agent or any other production man to give advice on the production program of a grove, he must first know what has been done to the grove during the past three or more seasons. Data as provided in these books when well

ZACH SAVAGE

ASSO. AGRICULTURAL ECONOMIST
AGRICULTURAL EXPERIMENT STATION

kept is all that is needed from the standpoint of records. Such data are also very necessary for the grower who makes his own decisions as to management.

When the income from the grove is high, growers do not worry about records, production costs, or anything else other than how to obtain additional grove acreage. When grove income drops to near or less than expenses, however, interest is revived in production costs or anything else that might assist in keeping costs lower than returns. Such an undertaking is materially implemented by adequate grove records available over a period of several seasons — the more seasons, the better.

Complete Information Needed

Complete information as to fertilizer poundage applied, complete analysis of each fertilizer application, fruit yields, pH readings of the soil, other soil analyses, and other details will assist in an analysis of the efficiency of the grove in fruit production and indicate whether the trees have been fed for highest efficiency. Timing of applications of fertilizer, spray and dust can be checked for improvement in efficiency.

A financial record will indicate the results of over-all operations as to dollars and cents, but will not indi-

cate the reasons why the profit or loss was what it turned out to be. It is necessary to know the financial status of the enterprise, but for future guidance it is more important to know the reasons why the enterprise made a profit or loss, as the case might be. A complete record might be considered a tool or piece of equipment, the use of which will assist in determining more efficient operations, better management and more favorable financial results.

Production practices should be studied to increase grove efficiency and to hold costs consistent with high yields, good fruit quality, maintenance of trees in good condition, and prospective income from fruit. The wide variations in grove practices performed on profitable groves demonstrate that there is no one absolute formula for success. Varying amounts and kinds of fertilizers are used with at least a measure of success for many different practices. Other grove operations vary widely also. Some groves receive no cultivation, others are cultivated at intervals throughout the year, and there are other groves in almost every category of cultivation between the two extremes. Some groves are sprayed religiously, others are sprayed and dusted, others are dusted only, while a few are neither sprayed nor dusted. Florida groves vary widely as to type of soil, soil fertility, depth of water table, organic content of soil, fruit varieties, rootstock, age of trees and

other important variations.

These variations in groves and grove practices eliminate the possibility of finding a single factor or a few factors and practices that are responsible for the good yields and profitability of the best groves. The program and practices used on a profitable grove can seldom if ever be used in toto on another grove with equal success. Different groves under the same management usually receive different treatments. Groves must receive individual treatment for best results. Adequate grove records facilitate this individual treatment and management of each grove.

Better Yields

There's one essential for maximum profit from any and all groves. That's a "better than average" yield. All the factors in citrus growing must be considered for maximum efficiency in obtaining maximum yield. Economy measures should not be put into operation at too great a reduction in yield. Economy measures or cutting costs are really economy measures when the net returns are increased without endangering future productiveness of the grove. A grove that is under-fertilized should receive more of the proper fertilizer. This will increase the per-acre costs of fertilizer and perhaps total costs also, but will result in lowering per-box cost if the yield is increased sufficiently.

Some costs are approximately the same on an acre basis whether the yield is low or high. Most cultural costs do not vary with the yield. Spray and dust materials, state and county taxes, and irrigation vary but slightly with the yield. Fertilizer materials probably come nearest to being added in proportion to anticipated yields. A check on fertilizer materials applied in relation to yields obtained would reveal that smaller amounts of some elements would be sufficient on some groves. Also, such a check might indicate additional amounts of some elements needed for highest efficiency on other groves.

The item of interest on the investment should not be overlooked. Production costs should include interest on equipment and on the investment in land and trees (grove). The grower who employs a caretaker to do his grove work is paying the caretaker interest on his (caretaker) investment in equipment. This is included in the caretaking charge. Likewise, the grower who uses his own equipment should include interest on equipment investment as a part of his costs. Interest, on the investment in the

grove should be considered as an item of cost also.

Efficient production at a nominal cost is not sufficient in seasons when costs approximate average fruit price. The grower must concern himself with marketing his fruit. The grower who does the best job of fruit selling is usually the one who makes the money. To get the top price for fruit requires effort in studying the situation at hand. Fruit sales and prices of prior seasons should also be studied and related to the current situation. When the going gets rough, a nickel more for fruit might mean the

difference between a profit and a loss. Also it might be easier to get a nickel more for fruit than to reduce production cost by that amount.

Successful growers consider the grove record as the most valuable piece of equipment they possess and they keep it in use regardless of current fruit prices. It does not pay to keep a valuable piece of equipment idle. The more it is used, the higher the efficiency. Put your grove record in top condition just as you do your tractor. Then use your record book, tractor and other equipment for highest grove efficiency.

Economist Recommends Bargaining Agency

George Goldsborough, agricultural economist for the Farm Credit Administration, stated recently that one of the greatest needs of the Florida citrus industry was for a central organization in the industry to serve as a bargaining agency for processed citrus fruit and as a market information agency for fresh fruit.

A summary of his findings during a four-month survey of the Florida citrus industry have been released by the USDA in a pamphlet entitled "Working Together to Market Florida Citrus Fruit."

Continuing his recommendations and conclusions, Goldsborough said, "Growers do not need a great deal of protection for their interests in fresh fruit marketing. They control a large proportion of the fresh fruit industry through cooperatives and as grower-shipper.

"On the other hand, almost three-fourths of the fruit used by the rapidly growing processing industry has been handled by cash buyers. These buyers controlled the movement of the fruit from the grove to the wholesale and retail level.

"Many of the cooperative processors do nothing more than manufacture, delegating the actual marketing and merchandising to national distributors. Therefore, a central association of growers should direct most of its efforts at the point where the grower releases title to the fruit for processing."

The government official believes that a central organization should not attempt to develop a central sales program, as he does not feel that shippers and processors would support such a program. There will be less

need for a central sales program, too, he writes, as processors merchandise more and more Florida citrus.

"If the processing industry continues to grow in relative importance," Goldsborough concluded, "the least efficient handlers of fresh fruits will probably be forced to cease operations, thus doing much to eliminate many of the weaknesses in the fresh fruit marketing system."

According to the economist's findings, an accurate and complete market information service for fresh fruit shippers would probably eliminate price cutting and market gluts of fresh fruit than any other one measure.

He does not favor compulsory prorate of fresh fruit shipments, unless 100 per cent cooperation of shippers can be obtained. Any shipping prorate should be voluntary, he feels, and each shipper, upon receiving up-to-date market information, should decide whether to comply with the prorate.

He emphasizes, however, that shippers should recognize their responsibility in helping make the overall program successful."

As far as setting floor prices, Goldsborough believes that "price negotiations should be confined to fruit for processing, because there are too many places where prices established for fresh consumption can break down."

However, minimum pricing is recommended at all if the central organization does not have control of marketing and funds and machinery to purchase and dispose of surpluses Goldsborough concludes.

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Citrus Summary

The fourth annual citrus summary released by the Bureau of Agricultural Economics is made available through the cooperation of the Florida Department of Agriculture and the Florida Citrus Commission. The office of the Agricultural Statistician, Bureau of Agricultural Economics, cooperating with the state department of agriculture and Growers Administrative Committee collected and assembled the data, a portion of which is presented herewith:

History—1*

The Orient gave to the world one of its richest treasures in the citrus tree. Since its first discovery the cultivation of the citrus tree has moved ever westward, from the Far East to India to the Eastern Mediterranean to Italy to Spain. Each new area soon surpassed the old in production and this was to continue true for the New World. Columbus brought the first citrus seeds to the Americas November 22, 1493. Other expeditions also brought along citrus seeds, and between July 12 and July 20, 1518, the first were planted on the mainland in Central America by the expedition of Juan de Grijalva.

The exact date of the introduction of citrus fruits into Florida is unknown. From a statement made by Pedro Medendez, dated April 2, 1579, at St. Augustine, it appears that citrus fruits were growing in abundance there at that time, so it is justifiable to assume that they were brought by the first settlers in 1565.

Early settlers in Florida, some two centuries later, found wild citrus groves scattered over the state.

The oldest cultivated grove planted in Florida (Hume, 1926, p. 95) is thought to be the Don Phillippe grove situated near what is now Safety Harbor in Pinellas County, planted between 1809 and 1820. The Duncan grapefruit, named after Mr. A. L. Duncan, who also lived in Pinellas County, originated from this grove.

The growth of the Florida citrus industry was spasmodic until 1894-95 when the Great Freeze hit Florida. That year production had climbed to 6 million boxes, which was almost totally wiped out by the freeze. Fourteen years passed before Florida equaled this production again.

By 1919-20 Florida had 34,100 acres in bearing commercial groves. This was 30 percent of the total citrus acreage in the United States and on which Florida produced 39 percent of the total United States citrus by harvesting 13,928,000 boxes. When Florida surpassed all other States in citrus acreage in 1932-33 with 265,400 acres, it accounted for 46 percent of the United States total acreage, on which were produced 28,010,000 boxes or 38 percent of the United States total citrus production. By 1950-51 Florida's 438,500 acres of producing groves were producing more than 58 percent of citrus produced in the United States. This was 105,580,000 for Florida out of United States total of 181,410,000 boxes. During this period of Florida's citrus history other areas also increased in production, but not at such a fast rate. In 1919-20 California accounted for 60.3 percent of the total United States production. When California became the second state in acreage (behind Florida) in 1932-33, they accounted

for 57.7 percent of the total United States production but by 1950-51 had dropped to 33.5 percent of the total United States production with 60,780,000 boxes, which was the third smallest crop from California since 1939-40. California's largest crop was produced in 1944-45 with 76,880,000 boxes produced. Florida's production from 1939-40 to 1950-51 more than doubled, with the Florida 1950-51 crop of 105,580,000 boxes being approximately 1.7 times as large as California's 1950-51 crop of 60,780,000 boxes.

Note: Net contents of box varies. For California and Arizona, the approximate average is considered to be 77 pounds for oranges, 65 to 68 pounds for grapefruit. Florida and other States use a larger box with oranges considered to be 90 pounds and grapefruit 80 pounds.

Tree Numbers

It is estimated that there are nearly 28.2 million producing citrus trees growing in commercial groves in the State of Florida. Of these 20,117,000 are orange trees of which slightly

Crop Season	TABLE 1—ACREAGE AND PRODUCTION		FLORIDA		CALIFORNIA		TEXAS	
	Acreage	Production	Acreage	Production	Acreage	Production	Acreage	Production
1920-21	94.8	15,226	199.0	29,807	1.3	10		
1921-22	107.2	15,133	206.9	18,758	1.3	13		
1922-23	119.5	18,735	210.9	25,460	1.8	45		
1923-24	135.9	22,240	214.5	30,948	2.6	71		
1924-25	160.6	20,236	218.1	24,194	3.4	318		
1925-26	163.1	17,830	220.9	32,117	4.2	212		
1926-27	184.2	19,612	227.8	35,785	5.3	402		
1927-28	193.3	17,000	230.6	28,876	6.9	609		
1928-29	200.8	27,806	235.3	47,751	10.4	878		
1929-30	208.2	18,108	240.7	28,304	16.2	1,811		
1930-31	220.2	35,008	244.0	44,419	22.7	1,450		
1931-32	246.5	24,200	249.6	43,785	31.8	3,120		
1932-33	265.4	28,010	253.2	42,319	47.7	1,765		
1933-34	279.7	28,812	251.2	37,506	65.8	1,630		
1934-35	291.8	32,815	260.8	57,961	78.8	3,390		
1935-36	305.4	29,512	266.3	42,863	85.8	3,557		
1936-37	314.1	40,245	273.2	38,946	92.0	11,630		
1937-38	322.5	40,870	283.5	57,161	94.1	13,280		
1938-39	329.0	56,695	292.1	54,450	96.0	18,485		
1939-40	332.5	43,995	297.6	58,400	97.3	16,760		
1940-41	342.8	55,980	300.6	69,997	98.8	16,300		
1941-42	354.7	48,650	302.9	67,056	100.5	17,350		
1942-43	364.4	68,875	305.5	62,280	102.3	20,060		
1943-44	369.6	80,990	310.9	66,311	104.0	21,260		
1944-45	374.8	69,350	315.1	76,880	105.4	26,700		
1945-46	383.7	86,200	319.6	61,810	108.9	28,800		
1946-47	389.2	87,570	321.4	70,450	112.9	28,300		
1947-48	401.8	95,570	318.6	61,130	116.0	28,400		
1948-49	413.5	93,100	317.1	49,170	122.5	14,700		
1949-50	428.2	87,960	284.2	55,720	2/ 84.0	8,160		
1950-51	2/ 438.5	105,580	276.3	60,780	84.0	10,200		

1/ Thousands of bearing acres, and thousands of boxes.

2/ Preliminary.

* See The Citrus Industry by Webber & Batchlor, pages, 19, 22, 25, 27.

more than 11.6 million, or 58 percent are early and midseason type. Of the total orange production of 67,300,000 boxes in 1950-51, 36,800,000 boxes or 55 percent were early and midseason type. Late type orange trees number slightly more 8.4 million, or 42 percent of orange tree total, and accounted for 30,500,000 boxes or 45 percent of the orange production.

Of the 6,500,000 grapefruit trees, 3.6 million or 58 percent are seeded type and nearly 2.8 million or 42 percent are seedless type. Seeded type accounted for 17,400,000 boxes or 51 percent out of a total of 24,200,000 and seedless type produced 15,800,000 boxes or 49 percent of the total grapefruit.

Tangerines accounted for approximately 4 percent of the total citrus production in 1950-51, with a little more than 1.5 million trees.

Lime trees accounted for 4,700 acres and produced 280,000 boxes in 1950-51.

Non-Bearing Acreage

It is estimated that as of June 30, 1951, there are 62,000 acres of non-bearing citrus trees planted in Florida. This means that for the next four years there will be added to the bearing acreage of Florida citrus an average of approximately 15,500 acres per year, and by 1955 Florida bearing total citrus acreage will be approximately 500,000 acres.

Prices

Prices have varied from the lows of the late thirties, when for the season of 1938-39 the equivalent on-tree from all methods of sale returned 22 cents per box for grapefruit, to the highs of the World War II years, when in the season of 1944-45 an equivalent on-tree return of \$1.70 per box was realized for grapefruit, which was the highest average received in recent years until the season of 1949-50 when equivalent on-tree return for grapefruit, all methods of sale, climbed to \$1.79 per box, but declined in the 1950-51 season to 94 cents. Oranges varied from on-tree equivalents for all methods of sale of 52 cents in season of 1939-40 to a high of \$2.37 in 1945-46 and were \$1.65 per box in the 1950-51 season.

Flea infestations in yards may be controlled by application of one pound of 5 per cent DDT dust or 5 per cent chlordane dust to every thousand square feet.

Every year about 2300 fairs are held in the United States.

Merger Of Leading Produce Trade Groups

Separate actions of their respective memberships merged the United Fresh Fruit and Vegetable Association with the National League of Wholesale Fresh Fruit & Vegetable Distributors, both of Washington, D. C., into a single organization at concurrent meetings in Cleveland, Ohio, earlier this year.

Purpose of this investigation, according to United Fresh Fruit & Vegetable Association officials, was to eliminate certain duplications of effort hitherto involved in maintaining separate offices and staffs, to effect operating economies, to give the produce trade a more unanimous voice in national affairs, and to expand the merged group's activities in the field of industry and public relations.

The enlarged body has more than 3000 members throughout the United States and Canada, including growers, packers, cooperative marketing organizations, shippers, brokers, and various types of terminal-market operations. Among the latter are wholesalers, commission merchants, produce auctions, and a representative number of both independent and chain food retailers.

An important activity of the parent organization, the United Merchandising Institute, with a staff engaged in educational and promotional work among wholesale and retail personnel, is located in Kansas City, Mo. The association also maintains several divisions and task groups devoted to special functions of the fresh fruit and vegetable industry.

Richard A. Waldsmith, vice president of Consolidated Produce Co., Ltd., Los Angeles, Calif., is president. A. G. Zulfer of Chicago, carlot distributor, is treasurer. C. W. Kitchen and Alan T. Rains, both of Washington, are executive vice president and secretary, respectively. A board of twenty members represents various trade functions and geographic areas.

The National League, made up largely of wholesale distributors in the eastern States, was formed in 1892. The United predecessor began in 1904 as the Western Fruit Jobbers Association, combining in 1937 with the American Fruit & Vegetable Shippers Association under its present name. Headquarters were moved from Chicago to Washington in 1943.

Both parent groups, the League and Western Fruit Jobbers, confined their initial efforts largely to transportation

problems, later expanding into legislative matters. After the United was formed, programs were undertaken in the field of dealer service, general publicity, and the improvement of merchandising methods and handling facilities.

The United has worked closely with local groups of producers and distributors, many of which are its members. It also cooperates with Federal and State agencies, especially the U. S. Department of Agriculture, which provides a part of the funds for conducting the United Merchandising Institute's program of instruction.

"This integration of common aims and efforts was proposed and carried out," Executive Vice President Kitchen said recently, "For the sole purpose of enhancing the fresh fruit and vegetable industry's value to its own members, its assistance to the retail food and restaurant trades, and its service to the public.

"Contrary to rumors circulated since the merger took place last January, we have no plans for engaging in an advertising or publicity campaign aimed at any other segment of the food industry. We shall continue, as in the past, to direct our efforts toward improving conditions and methods within our own field."

CITRUS INSECT AND DISEASE CONTROL FOR APRIL, 1952

(Continued from page 3)

spray or dust, including the tops of the trees, will result in longer rust mite control than where only brushing sprays are applied.

Timely Suggestions: Inspect each block of trees before spraying to determine what is needed; it may save a second spray in the near future. Inspect the trunks, limbs and the stem-ends of young fruit for mealybugs. Be sure there is plenty of moisture in the soil before spraying with an oil emulsion. The sooner the post-bloom sprays are applied after the petals have dropped the higher the grade of fruit if succeeding sprays are made in time.

Consult the 1952 "Better Fruit Program" for detailed instructions on dilutions and spray combinations or the Citrus Experiment Stations at Lake Alfred or Fort Pierce.

A 6 per cent increase in farm production is needed in 1952.

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Survey Shows Only Two Fresh Oranges Per Week Consumed By The Public

F. J. Knittle, vice president of Industrial Surveys Company last week told the staff of the Florida Citrus Commission that the average consumption of fresh oranges on a national basis was only two fresh fruit per week.

The statement was made on the basis of a survey made by his firm during the last quarter of 1951.

"Purchases of fresh oranges in total," he explained, "showed a gain of 4 per cent during the period, but Florida oranges showed a drop of 10 per cent in volume over last year. California oranges showed an increase of 35 per cent, however."

"Purchases of fresh Florida oranges were below levels a year ago during the last four months of 1951 in all regions except the north central and in all types of outlets," Knittle pointed out.

Florida Sales Increase

Going into 1952, he said, just the reverse is true, with Florida oranges showing an increase, due to lower prices, and California oranges showing a decrease.

Consumer purchases of fresh grapefruit, he said, have been running about 6 per cent below levels a year ago, thus far this season, reflecting in part the absence of most Texas fruit and a generally higher price to the consumer. The volume of grapefruit sales has been off in all parts of the country except the Southeast and in all major types of stores, he added.

Concentrate Increases

Frozen orange concentrate, Knittle stated, continues to increase in volume of sales, along with a decrease in cost per can. During the September-December period, consumers bought 8,528,000 gallons, a 48 per cent increase over the same period a year ago. The volume was up sharply in all regions and in all types of outlets.

About 48 per cent of food stores in the nation now carry frozen orange concentrate, Knittle reported, adding that the figure represents 91 per cent of the total stores which have facilities to keep

frozen goods. However, only 24 per cent of food stores in the South carry the frozen product, the lowest average in the nation.

The commission was told that the current situation on canned orange juice is most favorable from the standpoint of consumer purchases, due again to low prices. The fourth quarter of 1951 was up 14 per cent over 1950, he said.

Canned Grapefruit Declines

The canned grapefruit juice picture is a little sour, however, with consumer purchases running 4 per cent below last year's levels, despite the fact that the average price per can is four cents lower. Blended juice sales were up 11 per cent over 1950, during the same period, he reported.

All types of citrus juices show a gain of 41 per cent in case volume, over last year, and 64 per cent over

two years ago. Dollar purchases are 16 per cent above last year's levels and 28 per cent over two years ago, although the average per case price is \$2.86, or 12 per cent less than last season, and 21 per cent below the \$3.63 average of two years ago.

Concluding his report, Knittle said his firm estimated that about five months' supply of canned orange juice was on hand as of Feb. 1, or about 9,120,000 cases. Canned grapefruit juice supplies were 6,075,000 cases, a 5.7 months' supply; and canned blended juice supplies totaled 3,281,000 cases, a 6.2 months' supply.

H. S. McCCLANAHAN DIES AT HIS GAINESVILLE HOME MAR. 5

Howard S. McClanahan, State Plant Board grove inspector, died at his home in Gainesville on March 5. Mr. McClanahan was a member of the Plant Board staff for more than two decades, and he was well known and esteemed by many citrus growers. He was a veteran of the First World War. A native of Fort Scott, Kansas, and was 60 years of age.

EMJEO

(80/82% MAGNESIUM SULPHATE)

Many years a favorite source of soluble magnesia for Florida soils.

Used extensively in fertilizer mixtures for citrus crops as well as vegetables.

Especially useful and economical for direct application where only magnesia is required.

Florida growers know the reasons why magnesium is needed so ask your fertilizer manufacturer for EMJEO, long a dependable source of this key plant food.

Berkshire Chemicals, Inc.

420 Lexington Avenue, New York 17, N. Y.

SALES AGENTS FOR F. W. BERK & COMPANY, INC.

• Magnesium •
For a Full Harvest.

Experiments In 1951 On Control Of The Citrus Red Mite

Control of the citrus red mite (*Paratetranychus citri* McG.), also known as the purple mite, has become an important problem in Florida in recent years. Experiments on control of this pest were started in 1937 (Spencer et al. 1949, 1951). Oil emulsion or emulsive-oil sprays at 1-2 to 1-2.3 gallons per 100 gallons of water give adequate control, but such applications are in addition to the regular sprays, and accordingly are costly to growers. Moreover, they may injure the trees in cold weather or in very dry periods. Dry Mix No. 1 (40 percent dinitro-o-cyclohexylphenol) is effective, is compatible with wettable sulfur, and is used in the cooler months, but may cause injury in hot weather. Much needed is a miticide that can be added to the regular sulfur sprays.

In 1951, at Fort Pierce, Florida, an experimental grove of Temple oranges was set up with 10 blocks and 9 miticide treatments randomized in single-tree plots in each block. Late in March citrus red mite infestations were high in this grove, an estimate showing that 61 to 71 percent of the leaves were infested. Only one unhatched egg or crawling stage was enough to classify a leaf as being infested. Infestations of 20 percent or less require no control.

The following commercial products were included in the experiments:

Neotran — A wettable powder containing 40 percent of bis(p-chlorophenoxy)methane.

Sulphenone (R-242) — A wettable powder containing 35 percent of p-chlorophenyl phenyl sulfone and 15 percent of related sulfones.

Hypozone 70 — A wettable powder containing 70 percent of azobenzene.

EPN-300 — A wettable liquid containing 27 percent of O-ethyl O-p-nitrophenyl benzenethiophosphonate.

Metacide — An emulsive liquid containing parathion 6.6 percent, O,O-dimethyl O-p-nitrophenyl thiophosphate 24.5 percent, related organic phosphates 2.7 percent, emulsifier 66.6 percent.

1United States Department of Agriculture, Agricultural Research Administration, Bureau of Entomology and Plant Quarantine.

PAUL A. NORMAN AND
HERBERT SPENCER

Genitol 923 — An emulsifiable concentrate containing 50 percent of 2,4-dichlorophenyl benzenesulfonate.

No. 883 and Ovotran (K-6451) — Wettable powders containing 50 percent of p-chlorophenyl p-chlorobenzenesulfonate. Ovotran is micronized.

Aramite-15W — A wettable powder containing 15 percent of 2-(p-tertbutylphenoxy)-1-methylethyl 2-chloroethyl sulfite.

An emulsive oil — Standard No. 345 spray oil with 38 ml. of Triton B-1956 (a glycerol phthalic alkyd resin) emulsifier per gallon. Viscosity of oil 114 seconds Saybolt at 100°F.; unsulfonated residue (A.O.A.C.) 73.5 percent.

These miticides were used in combination with other materials. Except when otherwise indicated in the table, all plots received 3 pounds of basic copper sulfate, 5 pounds of wettable sulfur, and 1 pound of 15 percent parathion wettable powder per 100 gallons.

The first sprays were applied on April 4, 1951. A pre-spray estimate of infestation by red mites was taken

on March 28, and post-spray estimates were made on May 8 and June 12. The results are shown in Table 1.

The high infestation on March 28 was probably favored by the dry weather that had prevailed for about 3 months (January had 0.69 inch of rainfall, February 2.98 inches, and March 0.73 inch), and by the application in February of a nutritional spray containing zinc, copper, and manganese.

Between April 4 and May 9, 9.9 inches of rain fell, nearly half of it the first five days after spraying. Emulsive oil gave the best control under these wet conditions. Neotran, No. 883, Genitol 923, and Ovotran gave 40 to 50 percent reductions in infestations in spite of heavy rains. Sulphenone, Hypozone 70, and EPN-300 were used at half the concentrations at which the same materials were used in our experiments in 1950, when they looked very promising. Apparently the concentrations were too low for good control in this year's rainy season.

Since the infestations in the trees treated with the three last-named materials and with Metacide were so high on May 8, these trees were eliminated.

TABLE 1. — Control of Citrus Red Mites on Temple Orange Trees Sprayed With Various Miticides. Sprays Applied April 4, 1951.

Miticide	Quantity of the commercial product per 100 gallons	Percentage of Leaves Infested on—		
		March 28	May 8	June 12
Neotran	1 lb.	66	40	58
Sulphenone	2 lb.	71	89	...
Hypozone 70	½ lb	70	96	...
EPN-300	½ lb.	66	70	...
Metacide*	1 pt.	71	98	...
Genitol 923	1 qt.	64	37	67
No. 883	2 lb.	62	31	60
Ovotran (K-6451)....	¾ lb.	68	34	64
Emulsive Oil**	1 gal.	61	21	15

*Parathion omitted.

**Wettable sulfur and parathion omitted.

TABLE 2. — Control of the Citrus Red Mite on Trees Sprayed May 9, 1951.

Miticide	Quantity of the commercial product per 100 gallons	Percentage of Leaves Infested on—	
		May 8	June 12
Sulphenone	4 lb.	89	18
Hypozone 70	1 lb.	96	59
EPN-300	1 lb.	70	12
Aramite-15W	2½ lb.	98	11

minated were set. They were shown in the results was not mentioned, because control of the

15W and control. Because only 3.91 inches of spraying last season at the best control used, but infestation

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minated from this experiment and were set up in a second experiment. They were resprayed on May 9, as shown in Table 2, which also gives the results of the tests. Metacide was not used after the first experiment, because it showed no value for control of citrus red mites.

At the concentrations used Aramite-15W and EPN-300 gave excellent control. Between May 9 and June 13 only 3.91 inches of rain fell, and 2.82 inches of this fell the third week after spraying. In our mite experiment last season azobenzene (Hypozone 70), at the concentration used, gave the best control of all the new miticides used, but this year it reduced the infestation to only 59 percent.

This season emulsive oil gave immediate and the most lasting control of the citrus red mite of any of the materials used.

Literature Cited

Spencer, Herbert, and Max R. Osburn 1949. Experiments on control of the citrus red mite. Fla. State Hort. Soc. Proc. (1948) 61:95-101.

Spencer, Herbert, and Paul A. Norman. 1951. Experiments on control of citrus red mite (purple mite). Second report. Fla. Ent. 34(1): 3-5.

Planning Group Is Named By Mutual

An industry planning committee which A. V. Saurman, general manager of Florida Citrus Mutual, stated will "look objectively at the overall citrus picture and come up with any sort of improvement recommendations they may see fit," includes 15 members appointed by Lacy G. Thomas, president of Mutual, including himself and Saurman as ex-officio members.

Of the 15 members, only two are Mutual directors.

Mutual's move in sponsoring the formation of the planning group was the result of a suggestion by Merton L. Corey, former public relations man for the cooperative, as one of the actions which may bring general brightening to the marketing future of the industry.

Thomas, in making the appointments, said the committee will be called together in the near future for its initial session, although no

exact date has been set.

The 15 named to the committee were as follows:

C. W. Kitchen, executive vice president, United Fresh Fruit and Vegetable Association, Washington, D. C.; J. E. Davis, chairman of the board, Winn and Lovett Grocery Company, Jacksonville; Dr. J. Wayne Reitz, provost, college of agriculture, University of Florida; J. A. Griffin, chairman of the board, Exchange National Bank, Tampa; G. G. Ware, president, First National Bank, Leesburg; J. T. Lykes, Lykes Brothers, Tampa; C. Walton Rex, Orlando; J. B. Prevatt, president of Florida Citrus Exchange, Tampa.

W. C. Pedersen, Waverly Growers Cooperative, Waverly; H. R. Cloud, Minute Maid Corporation, Plymouth; Ben Hill Griffin, Avon Park; Charles W. Irrgang, Killarney Fruit Company, Killarney; Harry McCartney, Stokely Foods, Tampa; Dan L. McKinnon, Winter Garden; and J. J. Parrish, Jr., Titusville.

TAKE A TIP FROM YOUR CITRUS TREES

Feed

Energized Vertagreen®

If your citrus trees could talk, they'd tell you that energized Vertagreen is the plant food they need for strong, healthy growth. That's because Vertagreen is especially prepared for citrus growers in this area. It's the better-balanced plant food with added growing power—growing power that feeds completely, makes finer quality fruit and puts extra profits in every grove. See your Armour agent today for sure! Place your order for energized Vertagreen.

ARMOUR FERTILIZER WORKS

Jacksonville, Florida

Per Pound Sales Drive In Progress In City Of Memphis

Determined to ascertain the potentialities of selling citrus by the pound a campaign sponsored by the Florida Citrus Commission will be inaugurated in Memphis on April 7th, where housewives will be told the advantages of purchasing citrus fruit by the pound in preference to the bag or dozen basis.

Conducting the campaign, which will run through May 31, will be the Florida Citrus Commission, which voted last month to spend a maximum of \$25,000 to give a thorough test of the pound-selling idea.

The promotion in Memphis will include 6500 lines of newspaper advertising, 360 radio spot announcements, and display material for use in the produce departments of all cooperating retail food stores. Demonstrations will also be held in the stores by the commission's field men, using juice dispensers and the new automatic juice machine.

Louisville Compared

At the same time, an equal amount of money will be spent in Louisville, Ky., where present methods of selling will be advertised. Originally it was planned to spend the entire amount in Memphis, but it was later decided that a control city should also be used, so that results from the two types of advertising and selling might be measured more accurately.

Giving final approval to the advertising schedule were Frank Roper, Winter Garden, member of the citrus commission, and chairman of its pound-selling committee; Jack Forshaw, Florida representative of the J. Walter Thompson Advertising Agency; and Ralph Henry, advertising manager of the commission.

Powerful Program

Of the campaign, Henry declared that "we feel that it is a very powerful program, and it should give us some very definite results regarding pound-selling."

Roper said that "for the first time we will explain to a large group of consumers the advantages of buying Florida oranges by the

REGISTER TODAY AND VOTE IN MAY!

The divinely inspired framers of our country's Constitution began its preamble with three words that reveal the purpose uppermost in their minds. It was their solemn intent that this should be truly a people's government where the majority would rule.

They began their declaration "We, the People."

They did not say "We, the Congress," or "We, the Politicians!" They said: "We, the People!" They meant ALL the people, rich and poor, old and young of every race, color and creed.

Not only was our government established by "The People" but into our hands was placed the power to control, to change and even to dissolve it by majority action. The source of that power was the sacred right of free expression by our ballots at the polls.

We now approach another election it is a critical hour in our history. We are called upon to express our will in the selection of state and national leaders.

It is the solemn duty of every good American to REGISTER AND VOTE!

Check with the Supervisor of Registration and be sure you are qualified. Urge your friends and neighbors to do so. Then VOTE as your conscience dictates on election day.

pound."

"There are possible widespread innovations that can result from what we learn in the next 60 days," he added, "and I am personally looking forward to observing at first hand the results of this concentrated advertising effort on pound-selling."

STAUFFER NAMES M. L. (MAX) BROWN AS CITRUS CONSULTANT

Stauffer Chemical Company — in connection with the opening of its new and modern insecticide plant at Six Mile Creek just east of Tampa — is announcing the appointment of M. L. (Max) Brown as Citrus Consultant; Harvey M. Wiggins as manager of its Winter Haven office; and J. O. Smith as Sales Representative in the Central Florida territory.

Brown, 39, has been with the Company since 1949, and is well known in citrus circles. He is a graduate of the University of Florida, Class of 1938, with a BS Degree in Agriculture. He served four years in the service during World War II, emerging a Lieutenant Colonel. Prior to joining Stauffer, he was production manager for Fosgate Growers Cooperative. Brown is married and has one child. He makes his home in Orlando.

Smith, 40, for many years was assistant superintendent of Stauffer's

Orlando plant. He was transferred to the sales staff during the season of 1951. Smith is married and has one child. He will continue to make Orlando his home.

H. M. Wiggins Wiggins, 54, joined the Stauffer organization on January 1, 1951, and is well known in the Ridge citrus belt, having lived in Polk County most of his life. He and his wife now make their home in Bartow.

St. Lucie 4-H club girls showed 200 tourists how to utilize citrus at the Citrus Cookery Carnival held at Ft. Pierce recently, according to Miss Sammie Kilgore, county home demonstration agent.



M. L. Brown manager of its Winter Haven office; and J. O. Smith as Sales Representative in the Central Florida territory.



J. O. Smith



H. M. Wiggins

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Citrus Growers Hope For Good Prices; Lawrence Offers Timely Grove Advice

Gainesville, Fla.—Now harvesting the last half of their 1951-52 crop, Florida citrus growers are hoping for a strong market recovery during the next few months that will enable many of them to wind up the season "in the black", Citriculturist Fred P. Lawrence of the University of Florida Agricultural Extension Service reported today.

"Early this month," Mr. Lawrence explained, "Florida growers passed the half-way mark in harvesting their record crop of 74,500,000 boxes of oranges and their grapefruit crop of 36,000,000 boxes. After disappointing returns for several weeks, growers have been encouraged by recent returns in the market and they're hoping prices will continue to improve as the season advances."

Despite relatively low returns from their fruit during much of the first half of the season, growers have continued to give their groves the best of care. Most of them, the Extension worker reported, have completed their spring fertilizer applications and are preparing to apply post-bloom spray. Because of unusually early bloom, some growers will begin applying post-bloom spray two weeks earlier than last year, but others will have to wait until late April as a result of the bloom being drawn out over a longer period than usual in their groves.

Economy being the watchword for growers now, it is very important to use the most efficient combination spray available and strive for correct timing. "Poor timing of sprays," Mr. Lawrence said, "frequently results in higher costs and lower quality of fruit."

He offered these suggestions:

In groves where scales are present, include an insecticide for scale control in the post-bloom spray.

If arsenate is being used on grapefruit, include it in the post-bloom spray so a late April or May application will not be necessary.

As recent abnormally rainy

weather has been favorable for scab, apply the copper spray to susceptible varieties and in groves where it has been prevalent after three-fourths of the petals have fallen instead of waiting the customary period of two weeks after petal fall.

Remove banks and fertilizer and cultivate young trees to force quick growth.

CALIFORNIA AND ARIZONA ORANGE ORDER TERMINATED

The U. S. Department of Agriculture has announced the termination of Federal Marketing Order No. 66, as amended. This order, since October 26, 1942, has regulated by volume of shipment the handling of oranges grown in California and Arizona.

Growers voting in a referendum

conducted from January 7 through February 7, 1952, represented 70.07 percent, by number, and 80.24 percent, by volume, of all orange growers of record in California and Arizona. Of these voters, 60.19 percent, by number, and 58.93 percent, by volume, favored continuing the order. By number, 39.81 percent, and by volume, 41.07 percent, of the voters favored termination of the order.

By volume of varieties of oranges the referendum results were: Valencias, 51.55 percent for continuance, and 48.15 percent for termination; Navels and other varieties, 73.10 percent for continuance and 26.90 percent for termination.

Although a majority of the growers voting in the referendum favored continuance of the order, the Department said a careful study of the ballots cast by growers and briefs filed by handlers reveals wide differences of opinion concerning the program. Since support of the program, particularly on the part of the Valencia orange growers, does not appear to be substantial enough for effective operation, the program has been terminated.

Sound Planning Hard Work Proper Fertilization

Are among the three most important factors in the development of fine citrus groves and high grade citrus fruit.

You'll find Florida Favorite Fertilizers will make your planning and your hard work most effective from the standpoint of results.

We Deliver Direct To Your Groves In Our Own Trucks

Florida  **Favorite**
FERTILIZER, INC.

Old Tampa Road

Lakeland, Florida

ADVERTISEMENT — LYONS FERTILIZER COMPANY

The LYONIZER

Department

COMPILED BY THE LYONS FERTILIZER COMPANY

Reports Of Our Field Men . . .

POLK AND HIGHLANDS COUNTIES

J. T. Griffiths and J. K. Enzor, Jr.
 Continuing rains during the first half of March have aided in holding a very heavy bloom in most groves throughout Polk County. Bloom has been general and heavy in almost all orange groves and it is a rare grapefruit grove that does not have more than satisfactory bloom. Copper post-bloom sprays were started by a few growers during the week of the 17th. However, most post-bloom sprays were not started until the last week in March. In some groves two distinct blooms have already appeared in that there was a heavy bloom in old wood which was followed by a second heavy bloom when the new growth appeared. This has resulted in almost continuous bloom being present for more than a month in some groves.

Purple scale has increased during the winter and has become a problem in some groves. Weather was not cold enough during the winter to be a factor in reducing red scale populations and many groves in Polk County have more red scale than is desirable at this time of year. It is quite possible that red scale will again be a major problem for many growers in this section during the Summer and Fall of 1952.

PINELLAS COUNTY

Tillman D. Watson

Conditions in Hillsborough and Pinellas Counties from a citrus standpoint are very good. We have had absolutely ideal moisture for all citrus and should help set another excellent crop of fruit. So far there has been no need for irrigation which is a blessing for the growers that are getting a very small return from their fruit. There has been a minimum amount of spraying since January when most growers had to spray for red spider and burnle mites. Most growers are preparing for a post-bloom spray after frost fall.

There is quite a bit of interest in pasture work throughout my territory. There will be considerable plantings of Pensacola, Bahia and Paspalum grasses much earlier than usual due to adequate moisture and early Spring.

SOUTH POLK, HIGHLANDS, DESOTO AND HARDEE COUNTIES

C. R. Wingfield

The high winds during the first of March had dried out the soils to the extent that some growers were expecting to start irrigation. However, on the 14th and 15th, we had good rains that came at a very opportune time. It has brought out an excellent flush of growth and a large bloom on all varieties of oranges and Marsh Seedless grapefruit. Common or Duncan grapefruit appears to be a little spotted at the time of this writing. During this bloom period a sufficient amount of moisture is of grave importance and should be watched very closely.

Careful consideration should be given to the post-bloom sprays and the mixture used to fit your specific need. Keeping in mind the continued activity of scale, red spider and rust mite as well as a melanoze control. A Lyons representative will be glad to assist you in selecting the needed control.

SOUTHWEST FLORIDA

Eaves Allison

About an inch and a half of rain falling over this area around the middle of March has gone a long way towards assuring a good setting of fruit from the heavy citrus bloom that is now perfuming the air. Also the cool spell following bringing the temperatures down into the fifties will help improve the quality and color of our Valencia crop which is now beginning to move.

On the present low price market for citrus costs must be watched closely and all unnecessary items eliminated. The user of Lyons fertilizers knows from past experience that his fertilizer dollar cannot be better spent.

Spring vegetable crops have had few good growing days and nights this Spring — what with rains, winds, cold spells and blight with a capital "B" they have done well to come along at all. However, cucumbers, tomatoes, beans, etc., as well as gladioli are looking pretty good, and, as usual, optimism prevails among the growers.

WEST CENTRAL FLORIDA

J. E. Mickler

At this present writing the

weather is cool, yet Spring is so urgently bursting forth it seems to react in most of the folks. Plans for a better season are being made, pasture men are rushing fertilizer plans, and a general good feeling pervades.

The moisture has been very good for the time of year in most sections of this state, and in particular in this immediate section. Groves are in full bloom, and if a good bloom is set, as weather conditions seem to indicate they will, a heavy crop is in the making. Too, rains have been instrumental in keeping insect activity at a low level. Most groves are pushing out a good new growth. An adequate top dresser should not be neglected at this time.

Melon growers in general have seen a good season despite hard winds, and even with heavy rains.

WEST CENTRAL FLORIDA

V. E. Bourland

We are having some nice rains, and most all groves are coming out with good growth and lots of bloom. Most all early and mid-season fruit is being cleaned up, the maturity of fruit and wind has put lots on the ground, prices are still very unsatisfactory to the grower. Some Valencias are being moved at 75 cents per box.

Prospects for melons still looks very poor, number of plantings having been made in most fields. The wind and rain has beat all plantings up considerably. Cucumber prospects are about the same as melons.

Pastures are beginning to show big improvement which is making a considerable difference in the cattle, which is very pleasing to owners.

PASCO AND EAST HILLSBOROUGH COUNTIES

E. A. McCartney

The present market price situation on oranges and even more on grapefruit makes it difficult for citrus growers to display any great optimism, but despite the tendency towards discouragement, most Florida growers can remember how in years past they have been through seasons of just as unsatisfactory prices and have suffered from other troubles but over the average of the years the industry has come out in good shape.

ADVERTISEMENT — LYONS FERTILIZER COMPANY

**Uncle Bill Says:**

We keep readin' about the millions and even billions of dollars which is said to have been wasted in our government and military operations . . . just how much of these reports is founded on fact we don't claim to know, but we do know that even smart as the Florida Growers are they can't operate their businesses on a basis of waste.

Nobody needs to tell our Growers this, 'cause they already know it and as a whole this group of folks insist on gettin' their money's worth as they properly should for anything that goes into the developin' of the fine crops which most Florida Growers raise.

And in the case of Lyons Fertilizers this policy has been payin' off in dividends of Maximum Crops of Finest Quality for a long period of years . . . funny thing about it is that considered on a cost per box basis the best is more often than not a whole lot cheaper than inferior fertilizer . . . and the same applies to insecticides, cultivation and all the other items which must be considered as a part of any well grounded production program.

An athlete can give his best performance only when he is in the peak of condition . . . a machine can give maximum production only when it is in first-class condition, properly oiled and kept clean . . . a professor can teach at his best only when his mind and body are functioning properly . . . and so it is with a citrus grove or a vegetable farm the best in products can be anticipated only when the groves and fields are provided with the proper care and the right plant foods to bring about the development of strong trees and plants and crops.

So while you may get discouraged over headlines about waste in government you can still be assured of carrying on your own operations on a truly economical basis with results that are bound to represent evidence of good judgment during any normal season.

Quota Overshipments Could Result In Fines Of More Than \$80,000

Should Florida Citrus Mutual see fit to assess penalties for overshipments of citrus fruit beyond allotted quotas they could charge offenders on the 25-cent per box penalty basis a total of \$80,500.

Figures released on overshipments for the first time, Mutual said that affiliated shippers exceeded their prorate by a total of 644 cars, or about 322,000 boxes, during the three-week period from Feb. 4 to Feb. 23.

Non-affiliated shippers exceeded their assigned quotas by 345 cars, or 172,500 boxes, during the same period. Percentage wise, Mutual said, affiliates shipped 11.9 per cent in excess and non-affiliates shipped 60 per cent in excess. Mutual shippers received 90.4 per cent of the total allotment, and non-Mutual shippers, 9.6 per cent, is was said.

Affiliated shippers were allotted a total of 6147 cars during the three-week period, while non-affiliates were asked to ship not more than 653 cars, the announcement revealed. Figures include both oranges and grapefruit.

Telling the story to its 7002 grower-members in its weekly newsletter, Mutual said the figures show "excellent prorate compliance."

Breaking the shipments down by weeks, the cooperative explained that Mutual shippers moved 148 cars in excess of their allotment the first week, and non-members shipped 122 cars too many. The second week, Mutual shippers moved 216 cars too many, and non-members 116 cars. The last week found 178 cars moved in excess of the allotted volume by affiliates, and 104 cars too many by non-affiliates.

A committee of directors, headed by Judge A. B. McMullen, Tampa, was appointed on March 13 to make a study of the "background and procedure" for collection of the 25 cents per box fine, which is imposed in the Mutual shipper contract. Non-affiliates are not subject to the fine. A spokesman today said that "to my knowledge" the committee has not yet met.

The committee, at the time it

was appointed, was also instructed to study the question of whether to subtract the undershipments from the overshipments when arriving at a figure on which to base the fines. The Mutual spokesman today indicated that he believed the undershipments had been taken out of the overshipments reported today.

PASCO FARM BUREAU HITS SURPLUS TAX

The Pasco County Farm Bureau has gone on record as irrevocably opposed to the Growers Administrative Committee's proposed legislation whereby Florida citrus growers would be taxed to provide a fund for buying surplus fruit and removing it from the market, to the end that the price go up on the remaining fruit.

Henry Wallace's pig-killing experiment was cited as a case in point.

John S. Burks, Pasco County citrus grower and former member of the legislature, introduced the resolution adopted by the bureau, which states that this committee, which administers the federal citrus marketing agreement, had formally instructed its secretary to proceed to gather data to bring about the enactment of this legislation to tax the growers so much per box to produce a fund for buying surplus fruit.

The farm bureau's resolution declared that no provision is being made (by the Growers' Administrative Committee) to have the "Divinity" come down from heaven each year to determine just what constitutes "surplus," nor is any provision made for the ever increasing crop due to new process coming into bearing.

"This plan does not and nothing like it will ever agree with the wishes or thinking of the red-blooded American citizens who make up our grower body, and who really feel that an over-production of product is not the real trouble, but that instead the trouble probably lies in an under-production of good, old fashioned, hard working,

hard hitting sales leadership," said the resolution.

PROCESSED FRUIT SUPPLY SAID INADEQUATE

The Florida Citrus Commission reports that the supply of processed citrus products packed to date is "totally inadequate" to supply the consumer demand for the remainder of the present marketing year.

"Warning that "unless the tempo of production for processed products, principally frozen orange concentrate, can be accelerated and quickly," the commission predicted that "stocks will be exhausted long before the new season gets under way."

The observation came in a four-page statement reviewing comparative figures on the sales and packs of the current season with those of the previous two seasons.

Explaining the statements the commission said that in the five months from October through February, the Florida citrus deal has been an "hand to mouth" operational basis, with the sales and pack almost identical.

It pointed out that in the same five months two years ago, the pack was 41,000,000 boxes, with sales of 32,000,000 boxes. Last year, the commission said, there was a pack of 49,000,000 boxes, with sales of 39,000,000 boxes, in the five-month period.

Relating what it termed the "dark side of the picture" the commission said: "The industry in its rapid evolution and the growing emphasis upon processed citrus products, notably frozen orange concentrate, has not been able this season to build up inventory stocks to take care of a sales period extending through the Summer months."

Reviewing the sales of the current five-month period just ended, the commission pointed out that sales of Florida orange and grapefruit products have been 21 per cent greater than a year ago, and 49 per cent greater than two years ago.

Sales increases over a two-year period for each product have been: Fresh oranges, 13 per cent; fresh grapefruit, 92 per cent; canned orange juice, 13 per cent; canned grapefruit juice 23 per cent; canned blended juice, 13 per cent; and frozen orange concentrate, 165 per cent.

Consumers have spent \$60,000,000 more for Florida citrus products in the five months of 1951-52, going from \$182,000,000 in 1949-50 to \$242,000,000 this year.

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Stabilization Board Urged To Control "Surplus"

John D. Clark, long prominent in the citrus industry of the state and formerly president of Waverly Citrus Growers Cooperative, has recommended the establishment of the citrus stabilization board to regulate the disposal of surplus citrus production in Florida.

"Citrus is having some trouble — real trouble with surplus," Clark said, "and it is time that we looked the situation in the face, called things by their right names, and consider facts which are contributing to our difficulty."

Citing the present record orange crop of 74,000,000 boxes, the Polk county grower pointed out that an estimated 30,000,000 boxes more will be produced in the coming few years from more than 100,000 new trees now from one to five years old.

"It's either we work out a plan now to handle these surpluses until markets are expanded to take up the slack, or battle it out in a struggle for survival," Clark declared.

His solution would be a citrus stabilization act, to become operative when needed, and to function in conjunction with the citrus commission act, and the standardization act which operates under the commissioner of agriculture.

"Under the proposed act," Clark states, "there would be created a stabilization board, its personnel to be chosen from the above two agencies, and they would select members from the industry to complete such a board, representing both the canning and fresh ends of the business.

"This proposed board would determine each year if a surplus exists, and how much. If they decide there is a surplus, they would collect a per-box assessment from the entire crop, using the same machinery they now use to collect the advertising and inspection fees, and depositing the collections in a stabilization fund, which they would administer.

"Each fresh fruit house and each cannery would hold out from the trade channels the proper surplus percentages as determined by the board, with that fruit to be delivered to disposal plants to be made into feed or other by-products."

Machinery Exists

Clark said he felt that the machinery for administering such a program is already largely in existence

in the citrus commission and the inspection bureau, and only a few additional personnel would be needed.

"Mutual should get busy on the program now. All they seem able to suggest is asking growers to give them more power. All the power in the world could not correct this situation unless these surpluses are first eliminated. Mutual has power enough now for operating in the fields for which it was intended to function. Efforts to regiment the industry would mean the end of Mutual. Its true field is one of coordination, edu-

cation, and industry relations.

"There may be a better plan than the one I have suggested. If there is, let's have it," Clark concluded.

America's population is increasing at the rate of about 2,000,000 per year.

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Hints For the Busy Housewife

BY ALICE L. CROMARTIE
FOOD CONSERVATION SPECIALIST, UNIVERSITY OF FLORIDA

If you are one of the thousands of wives who pack lunches for husbands, school children, or other members of the family, you may be interested in a report from a New Jersey homemaker on how she streamlined this routine job to cut time spent on it to less than half.

Here's her story, as reported by her State Extension Service: Though she already was in the habit of washing out lunch box and vacuum bottle every evening for overnight airing, and though she used an electric mixer to make up sandwich spreads speedily to keep in the refrigerator, when she clocked her morning packing job, she found it took 15 minutes for just the one lunch for her husband.

After enrolling in extension meetings on simplifying housework, she found that simply by arranging the center where utensils, supplies, and equipment for the job were assembled with easy reach and sight, she could cut the time to seven minutes. A portable cabinet with a 27-inch top counter and a

drawer that had been used for recipes stood between her refrigerator and sink. She participated the drawer to keep a small slicing board, spreaders, knives, and lunch bags convenient to reach. She built a shelf underneath to hold two mixing bowls, cardboard cartons for salad or desserts, and canned lunch foods. On the wall above she installed a shelf for seasonings and a roller-holder for waxed paper. She kept a tray on the top of the refrigerator to carry spreads and fillings or crisp foods such as lettuce, celery, and other crisp vegetables from refrigerator to packing center.

With this simple set-up, she could put up the lunch while the breakfast coffee brewed. Eight minutes saved may not seem much until it is multiplied by days and years—or by several lunches to pack.

Other homemakers may prefer their own arrangement for such a center. But the principle holds good: Arrange to have everything you need for the job within easy reach and sight.

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